

## ABSTRACT OF THE DISCLOSURE

Keywords obtained by the users and keywords obtained  
by the advertisers are registered in management tables  
respectively. When users different from the registered  
5 users have retrieved the keyword by making access to the  
server, retrieved results and advertisement of the  
advertisers registered in the management tables are posted  
to these users. When the other users have referred to the  
advertisement, points are given to the users who have  
10 registered the keywords.